

## Message Text

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P R 121340Z MAR 75

FM AMEMBASSY BUCHAREST

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 1969

AMEMBASSY MOSCOW

AMEMBASSY VIENNA

UNCLAS BUCHAREST 1023

USDOC FOR BEWT/OEWTD/THOMPSON AND BIC/OIM/TYRRELL

E.O. 11652: N/A

TAGS: BEXP, RO

SUBJECT: TECHNICAL SALES SEMINAR ON WATER PURIFICATION  
AND TREATMENT -- FINAL REPORT

REF: (A) BUCHAREST 470, (B) BUCHAREST 581, (C) MOSCOW 2589

1. WATER PURIFICATION AND TREATMENT TECHNICAL SALES SEMINAR HELD IN BUCHAREST, FEBRUARY 11-16, ATTRACTED GREAT INTEREST AMONG SPECIALISTS IN ITS FIELD IN ROMANIA. OVER 150 EXPERTS WERE BROUGHT IN BY THE CO-SPONSOR, THE NATIONAL COUNCIL OF ENVIRONMENTAL PROTECTION (NCEP) FROM MOST OF THE RESEARCH AND DESIGN INSTITUTES IN ROMANIA, INCLUDING A NUMBER FROM CITIES OUTSIDE BUCHAREST. U.S. REPS WERE PLEASED WITH INTEREST SHOWN DURING SEMINAR PRESENTATIONS, AND WITH EXCELLENT ROUND OF TECHNICAL VISITS TO RESEARCH AND DESIGN INSTITUTES IN BUCHAREST AND PLOESTI FEBRUARY 14 AND 15, A LEVEL OF EXPERTISE AND INFLUENCE IN ROMANIAN ENGINEERING AND DESIGN WHICH U.S. BUSINESSMEN NORMALLY CANNOT REACH. BROAD EXPOSURE AT THIS LEVEL WAS NECESSARY FIRST STEP TO INTRODUCING U.S. CONCEPTS AND EQUIPMENT IN WATER PURIFICATION AND TREATMENT, SINCE THEY ARE NOT WELL KNOWN HERE.

2. THERE WERE NO IMMEDIATE SALES. CHOLERAPA AND CHEMVIRON (CALGON) FOUND SPECIFIC OPPORTUNITIES FOR TECHNICAL COOPERATION  
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WHICH SHOULD LEAD TO SALES, AND THEY AND OTHER REPS WERE

OPTIMISTIC ABOUT THE POTENTIAL FOR U.S. LICENSING AND OTHER TECHNICAL ASSISTANCE TO ROMANIAN EXPORTS OF INDUSTRIAL PLANTS TO THIRD COUNTRIES. MILLIPORE EXPECTED TO CONDUCT A FOLLOW-UP SEMINAR OF THEIR OWN DEALING ONLY WITH MEMBRANE FILTERS AND ANALYTICAL TECHNOLOGY. KEY TO COMMERCIAL SUCCESS OF THIS KIND OF MISSION WILL LIE IN FOLLOW-UP BY U.S. COMPANY REPS. IF DEBRIEFING MARCH 14 INCLUDES THEM, USDOC SHOULD REMIND REPS OF EMBASSY'S OFFER TO ASSIST.

3. NCEP COMPLIED TWO LISTS OF TECHNICAL PROPOSALS, WHICH WE TRANSLATED ROUGHLY AND DISTRIBUTED TO MISSION PARTICIPANTS FEBRUARY 15: ONE LISTING TECHNOLOGY IN WHICH ROMANIAN OFFICIALS FELT THEY HAD ACHIEVED SOME SUCCESS, AND WERE OFFERING TO U.S. FIRMS; THE SECOND LISTING THOSE AREAS IN WHICH ROMANIAN RESEARCH AND DESIGN HAD NOT BEEN SUCCESSFUL AND IN WHICH THEY WOULD LIKE TO FIND AMERICAN PARTNERS. NCEP HAS PROMISED TO GIVE A MORE COMPLETE DESCRIPTION OF EACH PROPOSAL IN FIRST LIST, WHICH WE WILL FORWARD TO PARTICIPANTS WHEN RECEIVED. WE HAVE ASKED FOR ACCURATE TECHNICAL TRANSLATION, WHICH WE WERE TOLD WOULD CAUSE DELAY. U.S. PARTICIPANTS ARE INVITED TO SEND INFORMATION ON WHAT THEY CAN OFFER IN SECOND LIST. NCEP SUGGESTED THAT THESE BE FORWARDED TO THEM DIRECTLY OR THOROUGH EMBASSY. EMBASSY INTENDS TO FORWARD SECOND LIST TO USDOC FOR USE BY OTHER COMPANIES ONCE SEMINAR PARTICIPANTS HAVE HAD OPPORTUNITY TO RESPOND TO IT.

4. PARTICIPANT REPORT FORMS WERE DISTRIBUTED IN BUCHAREST BY DR. TAYLOR BUT NOT COLLECTED HERE. PLEASE CHECK WITH HIM IF THEY ARE NOT ALREADY ON HAND IN USDOC.

5. SINCE OUR STAFFING SITUATION DIFFERS GREATLY FROM MOSCOW'S, WE WOULD LIKE TO REITERATE USEFULNESS OF COMPETENT ADVANCE OFFICER LIKE MOOMEY FOR TECHNICAL SALES SEMINARS IN BUCHAREST, ESPECIALLY WHEN THEY ARE SCHEDULED TO LAST MORE THAN TWO DAYS. WE WERE SORRY MOOMEY'S ILLNESS PREVENTED HIM FROM RETURNING TO COORDINATE PARTICIPANTS DURING THE MISSION. EMBASSY GREATLY APPRECIATES ASSISTANCE OF EWTC DIRECTOR MARTIN WHO SUBSTITUTED FOR HIM AT LAST MINUTE.

6. BUDGET AND REPRESENTATIONAL EXPENSES FOLLOW SEPTTEL FOR UNCLASSIFIED

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USDOC.  
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